

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
3 March 2005 (03.03.2005)

PCT

(10) International Publication Number
WO 2005/020578 A1

(51) International Patent Classification⁷: **H04N 7/24, 5/00**

Trevor [GB/GB]; 10 Hawthornes, Tilehurst, Reading RG31 6FN (GB).

(21) International Application Number:

PCT/GB2004/003240

(74) Agent: **FOSTER, Mark, Charles**; Mathisen, Macara & Co., The Coach House, 6-8 Swakeleys Road, Ickenham, Uxbridge UB10 8BZ (GB).

(22) International Filing Date: 26 July 2004 (26.07.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
0319578.1 20 August 2003 (20.08.2003) GB

(71) Applicant (for all designated States except US): **VODA-FONE GROUP PLC** [GB/GB]; Vodafone House, The Connection, Newbury, Berkshire RG14 2FN (GB).

(72) Inventors; and

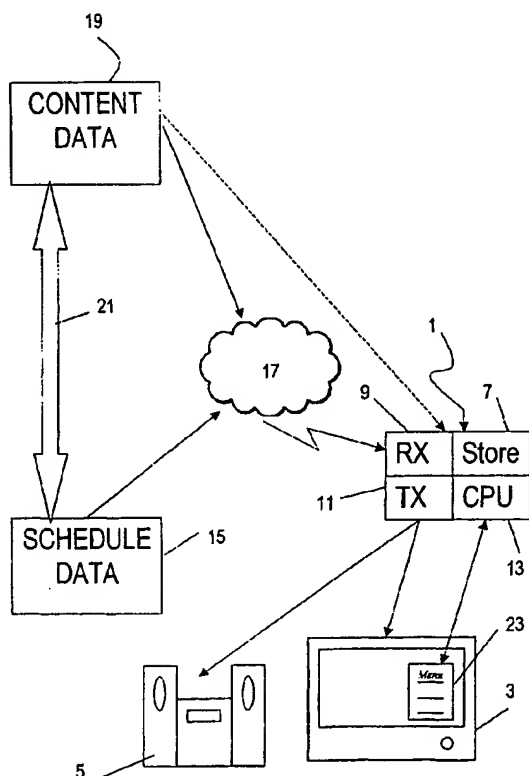
(75) Inventors/Applicants (for US only): **TEMPLE, Stephen** [GB/GB]; Iris House, Pyrford Road, Working., Surrey GU22 8UQ (GB). **WALKER, Michael** [GB/GB]; 42 Wendan Road, Newbury, Berkshire RG14 7AF (GB). **GILL,**

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,

[Continued on next page]

(54) Title: CONTENT DATA SCHEDULING USING SCHEDULE DATA TRANSMITTED VIA A MOBILE COMMUNICATION NETWORK



(57) Abstract: An audio/visual programming content broadcasting service is provided to a user. Programming content ("content data") is prestored on storage module (7) of a user's storage terminal I and/or content data is downloaded from content data provider (19). The content data is encrypted and is of no use to the user in the form stored in storage module (7). Schedule data provider (15) transmits to the user's storage terminal (1), via mobile telecommunications network (17), data controlling the times and dates at which the content data is to be made available to the user. The schedule data also includes data enabling decryption of the content data. Schedule data therefore controls the distribution of the content data to the user's television monitor (3) and/or audio system (5) so that the video/audio programming available to the user can be controlled. Advantageously, the CPU (13) of the storage module I provides a graphical user interface (23) by means of the television monitor (3) in order to allow the user to respond to particular content data - for example, to purchase that content data for unrestricted future viewing/listening or to purchase a product or service advertised by the content data.

WO 2005/020578 A1



ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,
FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI,
SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ,
GW, ML, MR, NE, SN, TD, TG).

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

Published:

— *with international search report*